

A DESIGN THINKING ODYSSEY

VAADA CONFERENCE, MELBOURNE, 31 MAY 2019

DON CAMPBELL, KEITH STOCKMAN, NARELLE HINKLEY, CARMEL MARTIN,
THE MONASH WATCH TEAM, DHHS TEAM, AND MANY OTHERS

MonashHealth

ABOUT 7 YEARS AGO WE
ASKED OURSELVES WHAT
THE MOBILE PHONE
MIGHT LOOK LIKE IN 10
YEARS TIME IF THE
HEALTH SECTOR WAS
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ULTIMATELY IT IS DESIGN WHICH
LIMITS THE PERFORMANCE OF A
SYSTEM

Steve Jobs knew a thing or two about great products—and about design.

“In most people’s vocabularies, design means veneer. It’s interior decorating. It’s the fabric of the curtains and the sofa. But to me, nothing could be further from the meaning of design. Design is the fundamental soul of a man-made creation that ends up expressing itself in successive outer layers of the product or service.”

— Steve Jobs, *Fortune*, January 24, 2000



HMM! MAYBE WE SHOULD THINK
MORE DEEPLY ABOUT DESIGN?

MAYBE “LEAN” IS NOT ALL THERE IS TO
KNOW ABOUT “RE-DESIGN”?

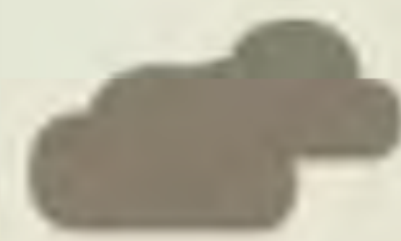
SO BEGAN OUR QUEST!!!

WHAT IS DESIGN?- TIM BROWN IDEO



“SCIENCE IS ABOUT
WHAT IS

DESIGN IS ABOUT
WHAT COULD BE”



HAROLD NELSON

Harold G. Nelson and Erik Stolterman

the design way

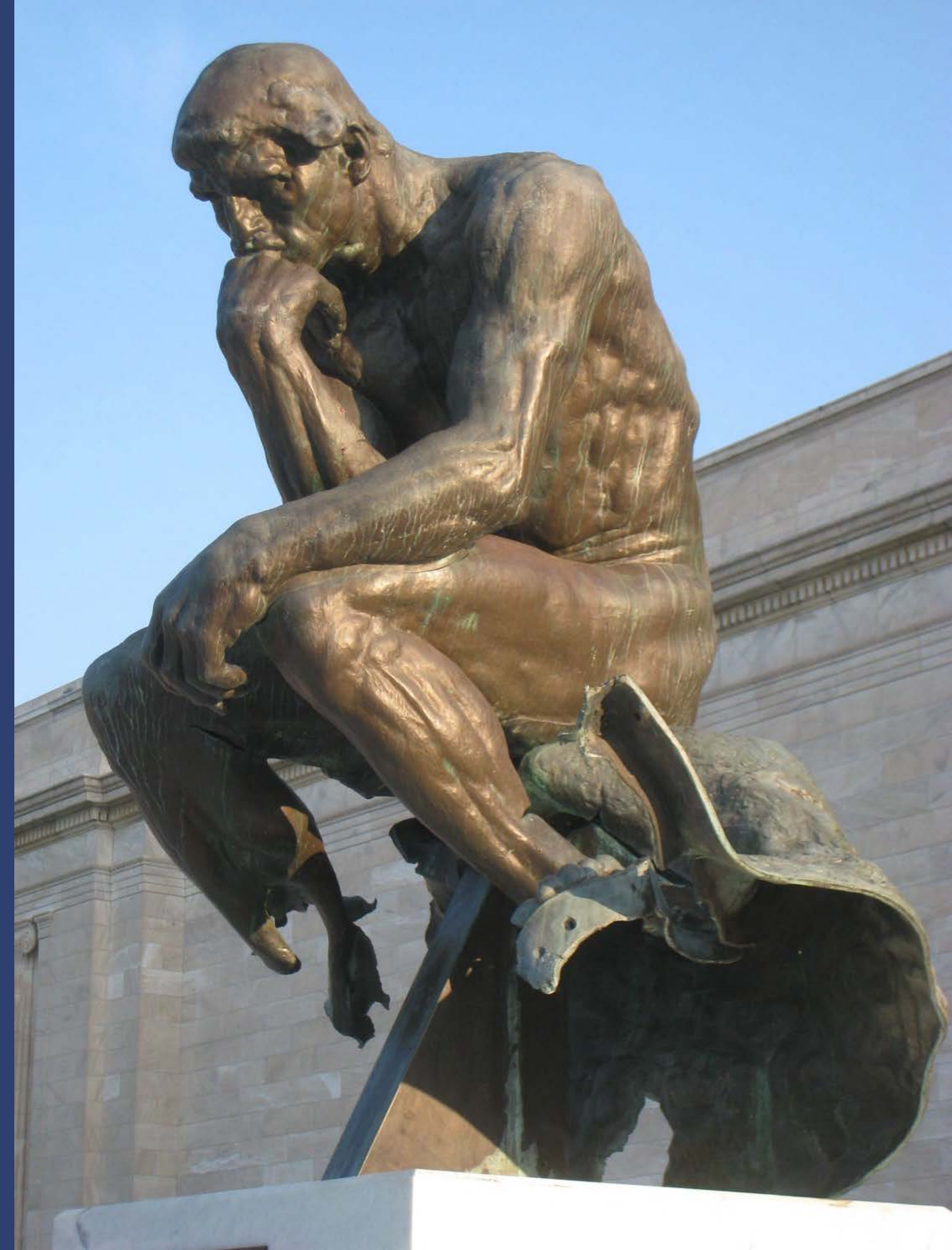
second edition

Intentional Change
in an Unpredictable World

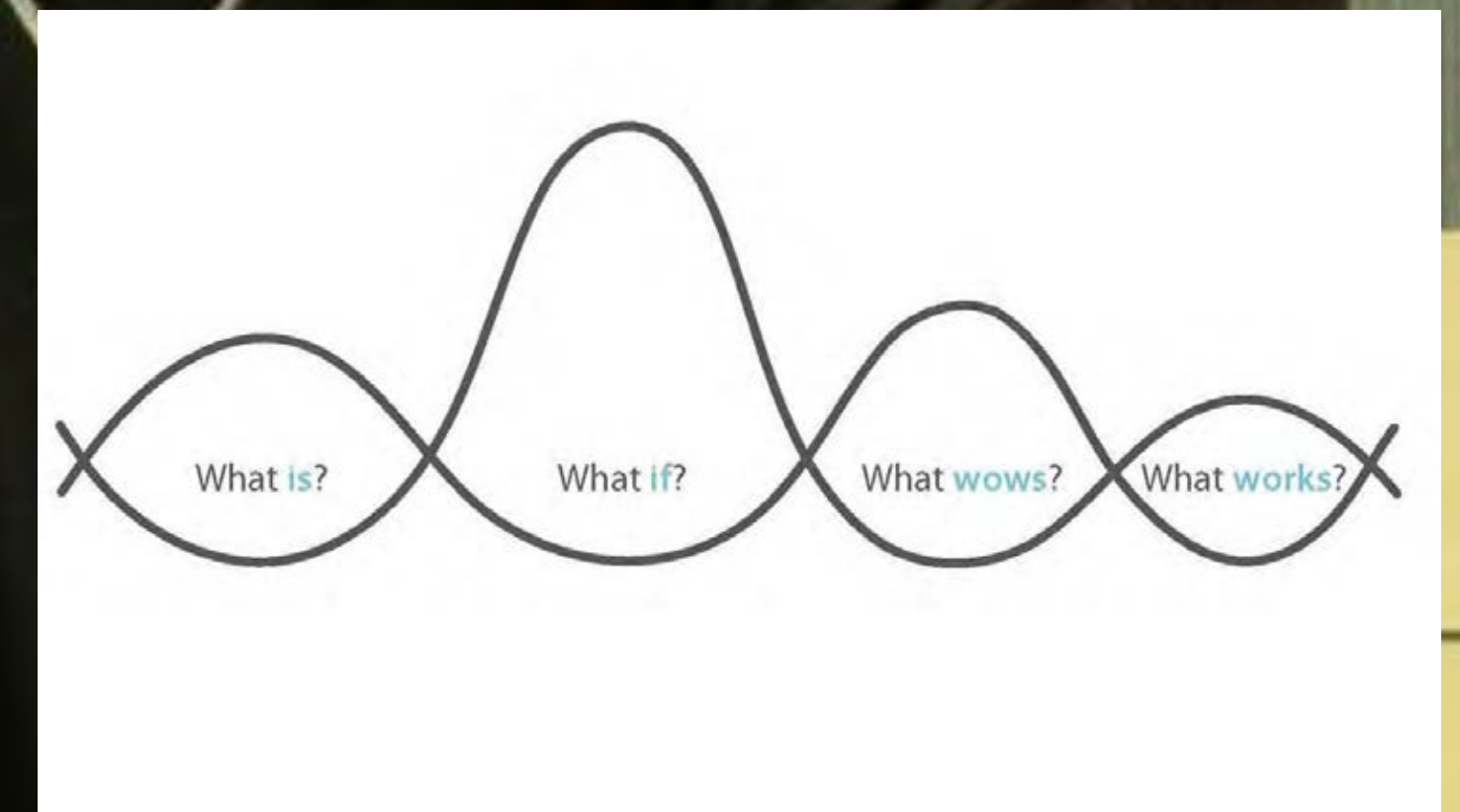
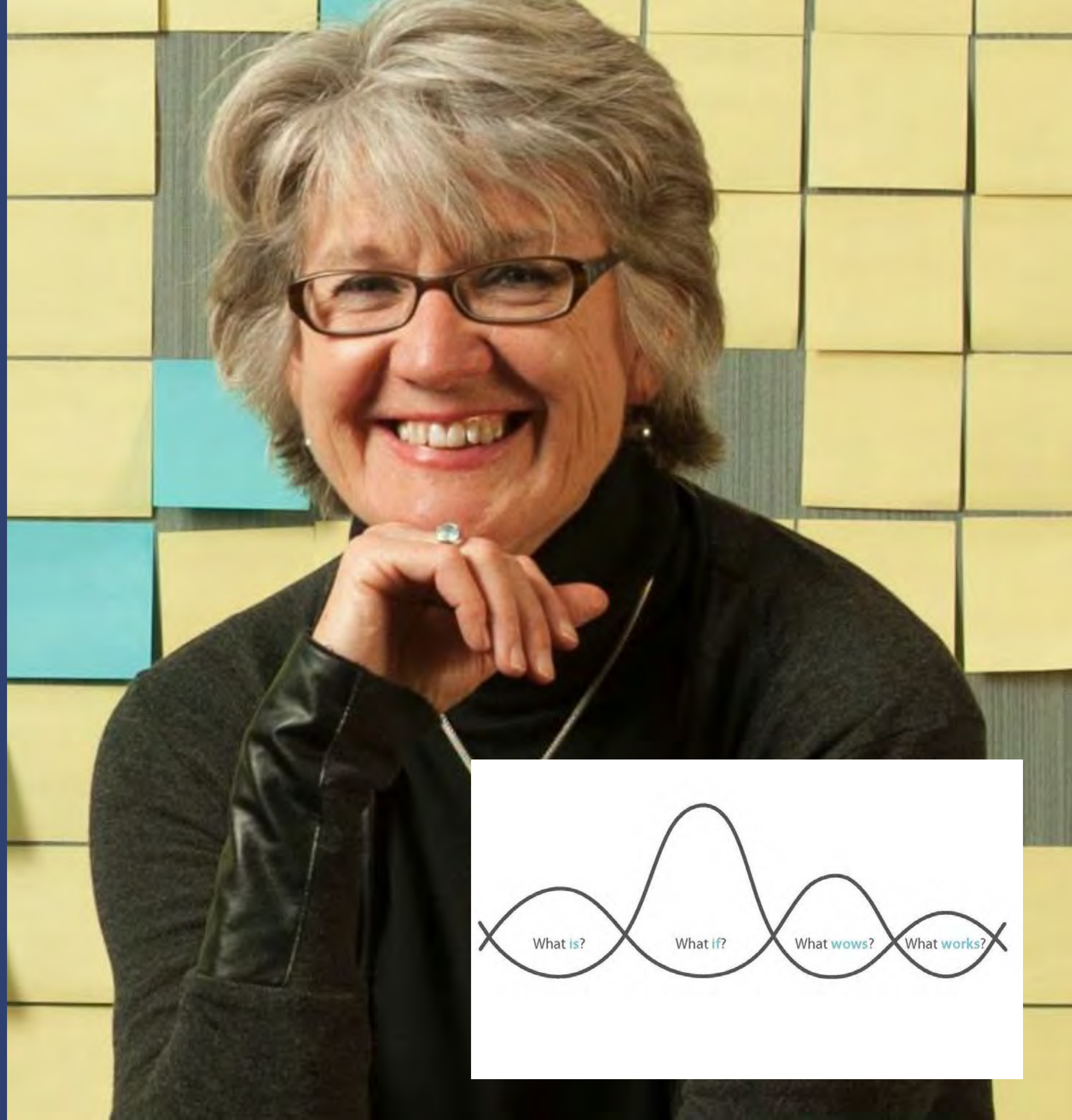
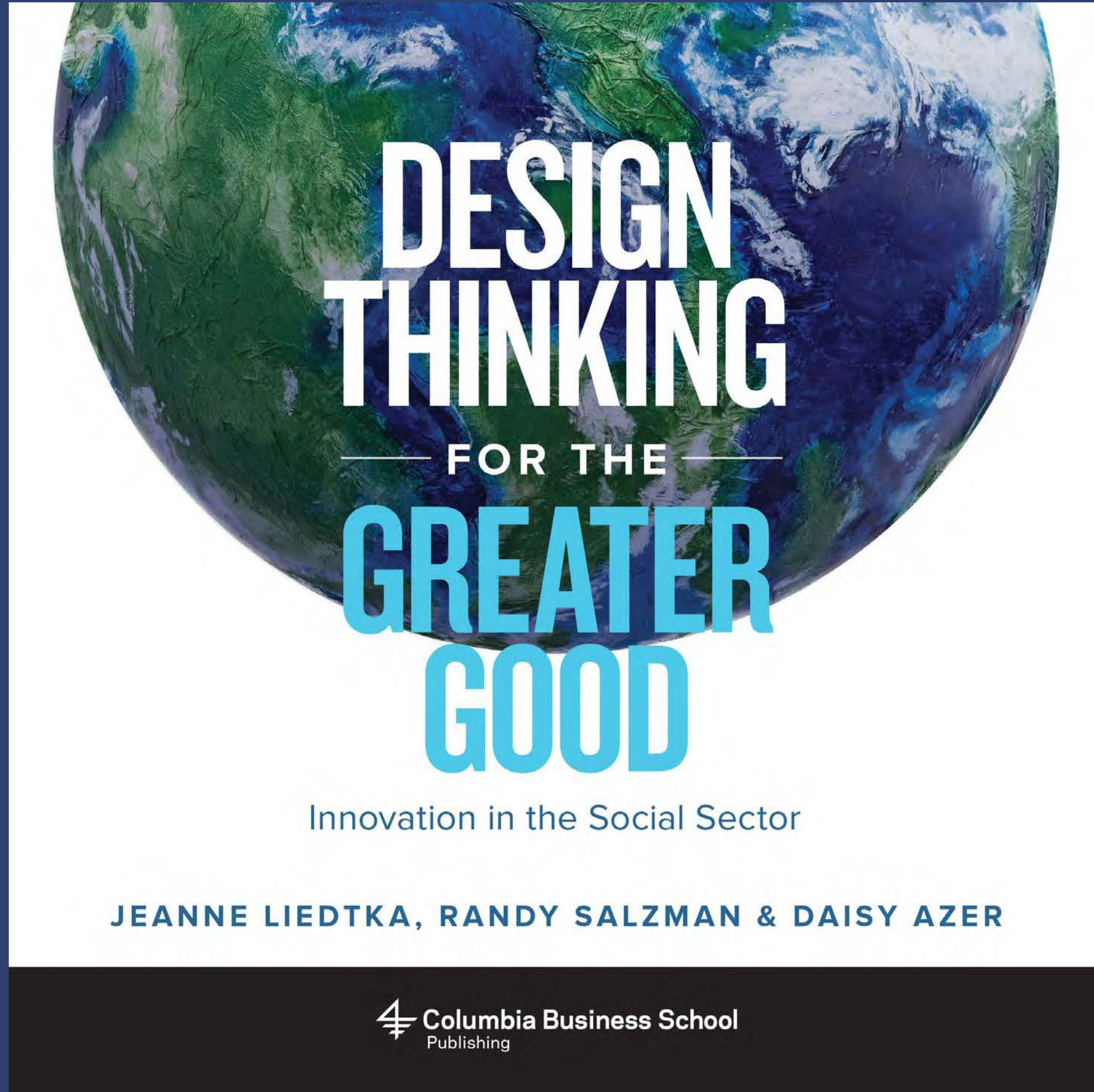


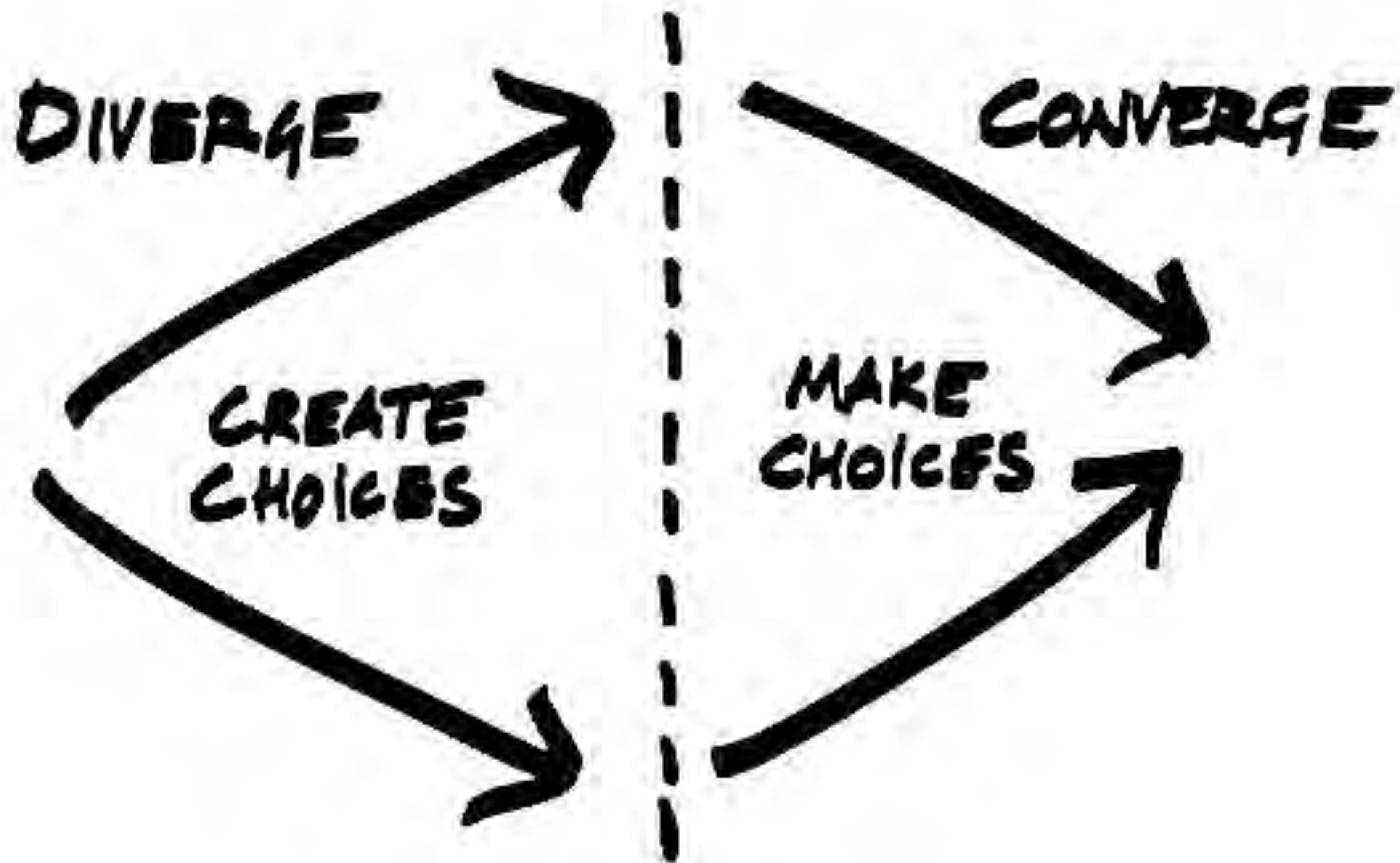
HOW WE THINK DETERMINES
THE METHODS WE USE WHICH
DETERMINES THE RESULTS WE
GET

DESIGN THINKING REFRAMES
CONVERSATION



JEANNE LIEDTKA





HUGH DUBBERLY

“GREAT CONVERSATIONS THAT
INVENT THE WORLDS WE INHABIT
DON'T ARISE FROM PROBLEM
SOLVING.

OUR CONNECTIONS IN THE WORLD
ALLOW US TO SEE NEW AND
DIFFERENT WAYS OF DEALING WITH
OUR CONCERNS.”

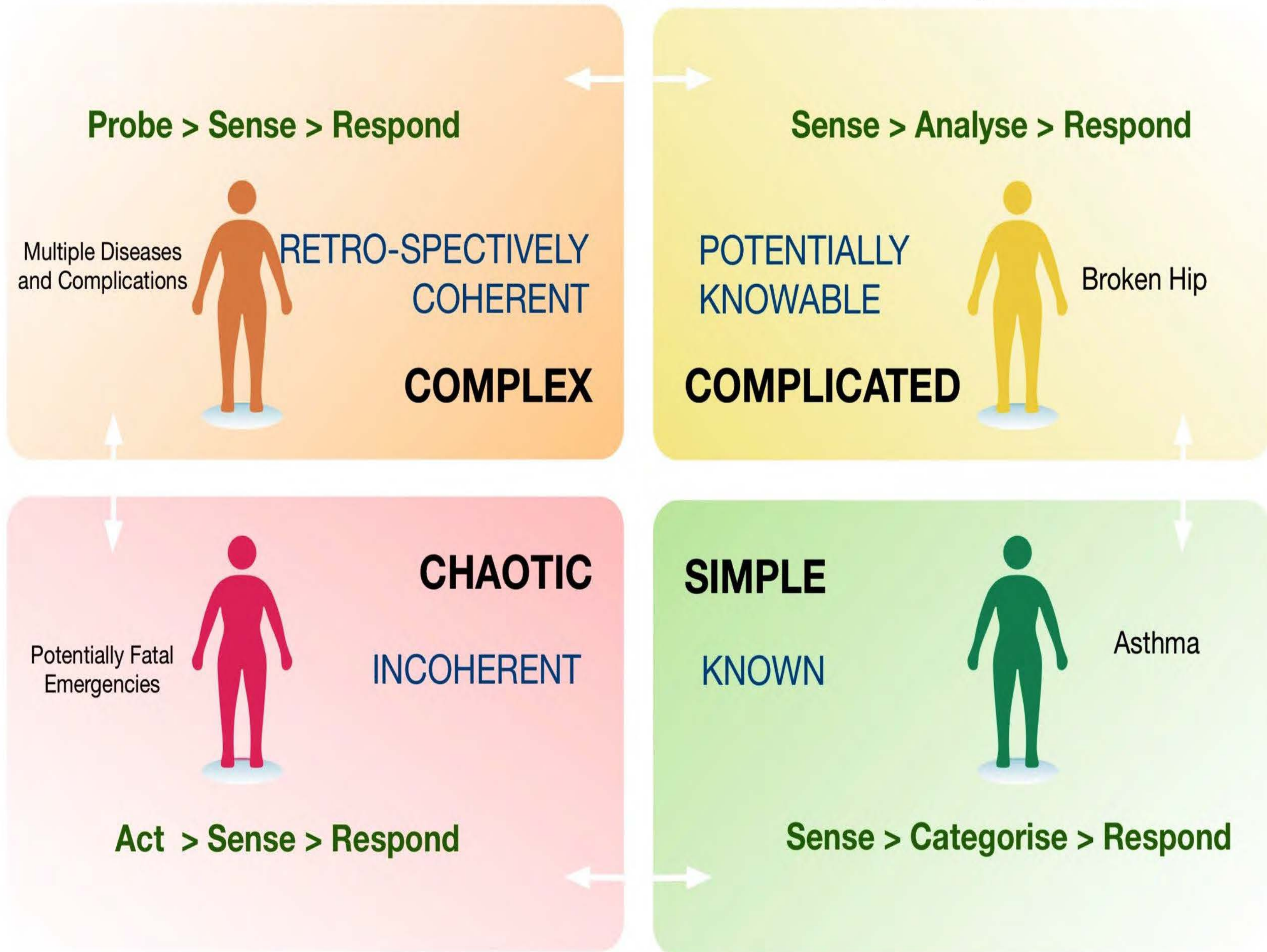


A white door with a circular window and a handle, set against a background of a green field and a sunset sky. The door is slightly ajar, revealing a view of a tree and the sky. The text 'R2.16' is visible on the door. The overall scene is bright and hopeful, with a clear blue sky and a golden sunset over a lush green field.

WHERE WE
STARTED
THE MONASH
WATCH DESIGN
JOURNEY

Chronic Ill-Health Management via Complexity Science

CYNEFIN PROVIDED A VALUABLE LENS TO REFRAME CARE





WHAT MATTERS
MOST TO ME IN
THE CONTEXT
OF MY LIFE



Co-design

HOME VISITS

MEDICAL RECORD

INSIGHTS

DESIGN

HUMAN SIMULATION

TEST WITH CONSUMERS

TEST WITH STAFF

PILOT

1111111111

MR X

Single Male

Demographics

Age: 63
Sex: Male
Suburb: XXXXXXXXX
Lives in: Rental
GP: Dr X,
XXX Medical Centre,
XXXXXXX
Risk Score: 10
Lives with: Alone

Health story

- Distracted from his own health issues through the care of wife (deceased 9years). Sold his XXXXXX to pay for wife's health care
 - Poor health literacy
 - Emerging chronic disease
 - Lives fortnight to fortnight - bills up to Chemist/Chicken shop
- PHx: COPD/COAD, GORD, Emphysema, smoker
SHx: Previously in the army, ex-bikie, previous time in prison

Services & Support

- Extended family
- Friends
- Nil formal
- Limited supports
- Son in Overseas
- Public transport, nil 1/2 price taxi card
- **Chronic Respiratory & HARP Clinic**

Feelings/Concerns

- Anxious
- Lonely
- Financial

What matters most

- Maintaining current situation
- Son
- Sense of community
- Fishing (would like to go)
- Dog
- Car (broken)
- Music ACDC

SMR
2 recent episodes - ED
1 DNA O/P ?anxiety/stress related
Agitated, Drug Seeking?

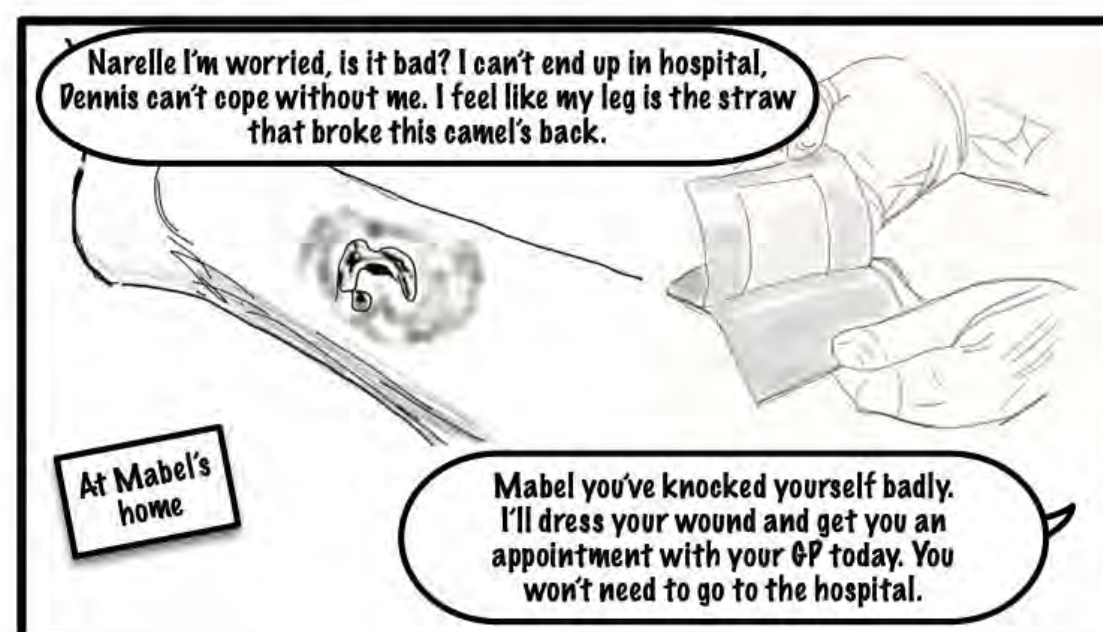
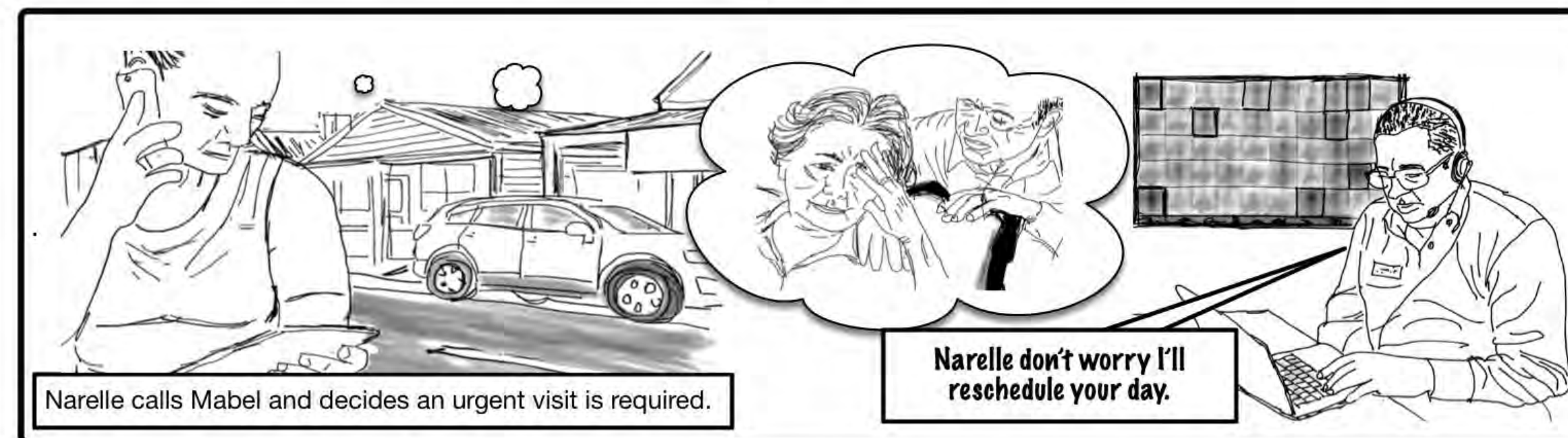
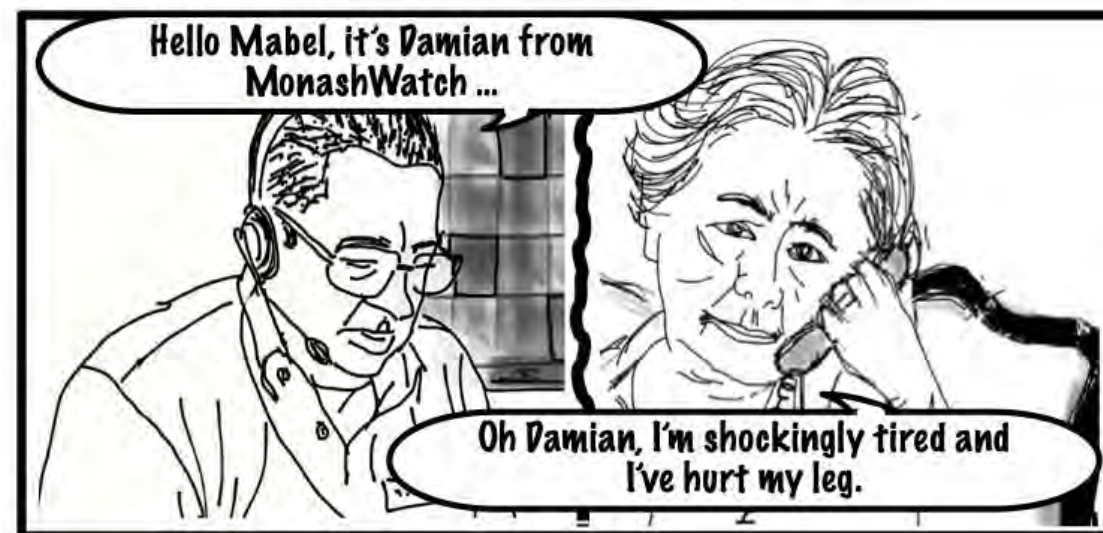
Insights/Observations

- Lives in the present
- Medical record does not accurately or fully portray this man
- Change in local amenities would impact on him & his health
- Finance concerns needs further exploration
- Needs a plan with clear concise details to complete health care tasks
- One task at a time - what matters most to him
- Would benefit from a health coach

Patient Testing

Tell me what your thinking of doing as a story

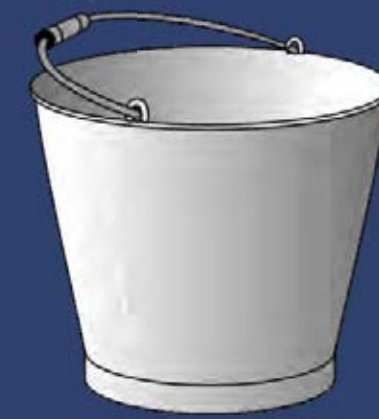
Let me say what I honestly think



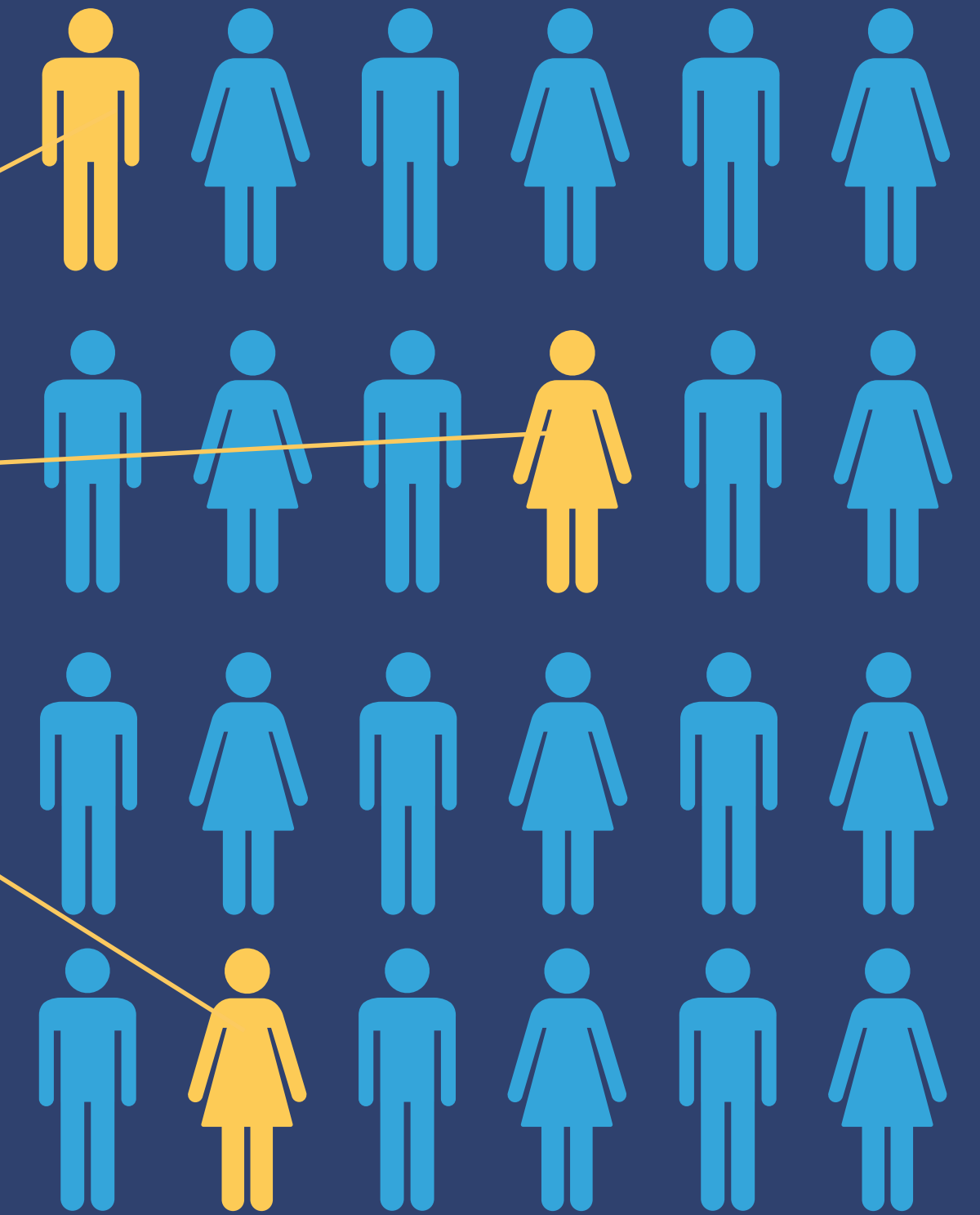
DHHS Victoria



Acute
Funding

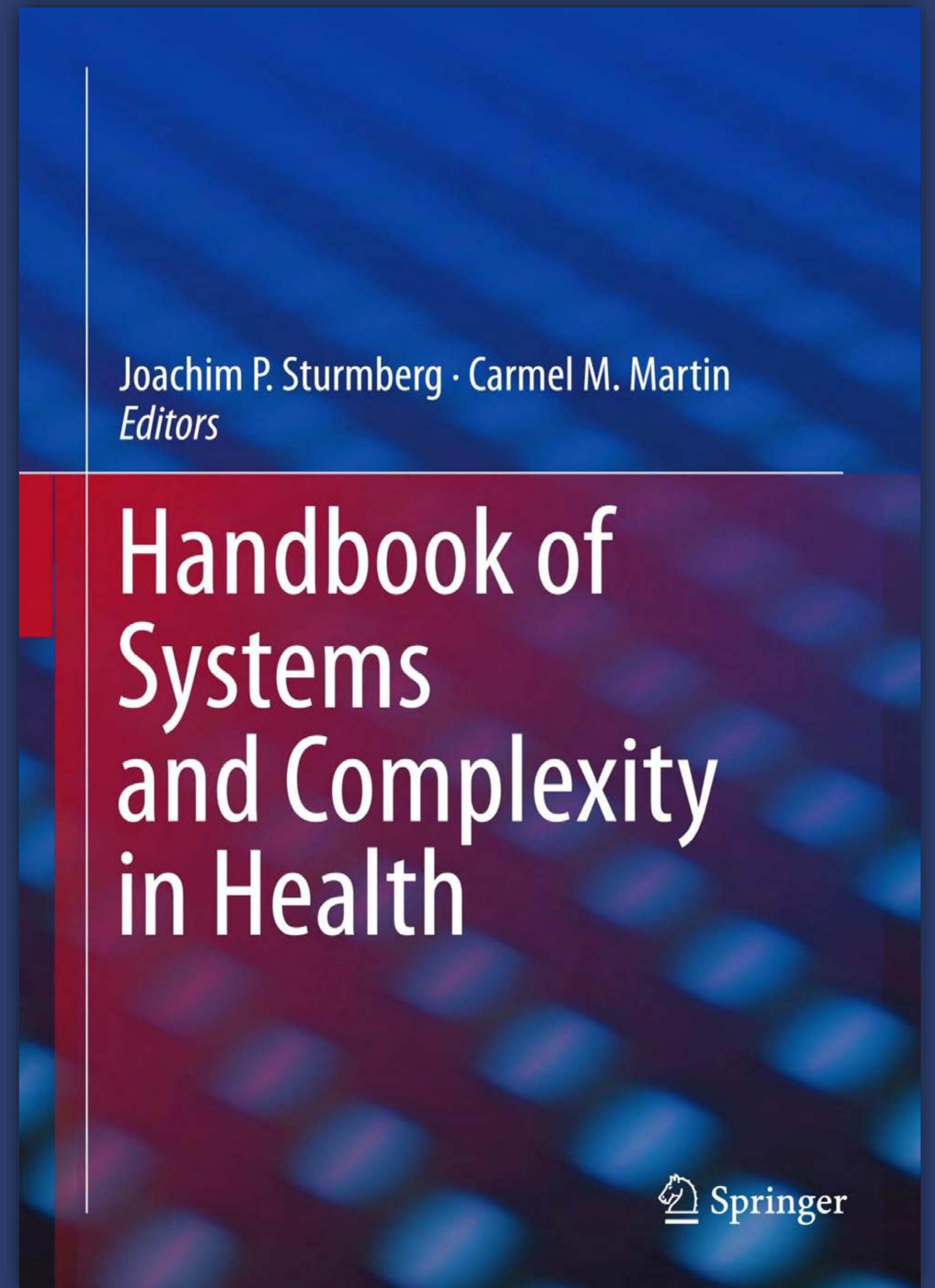
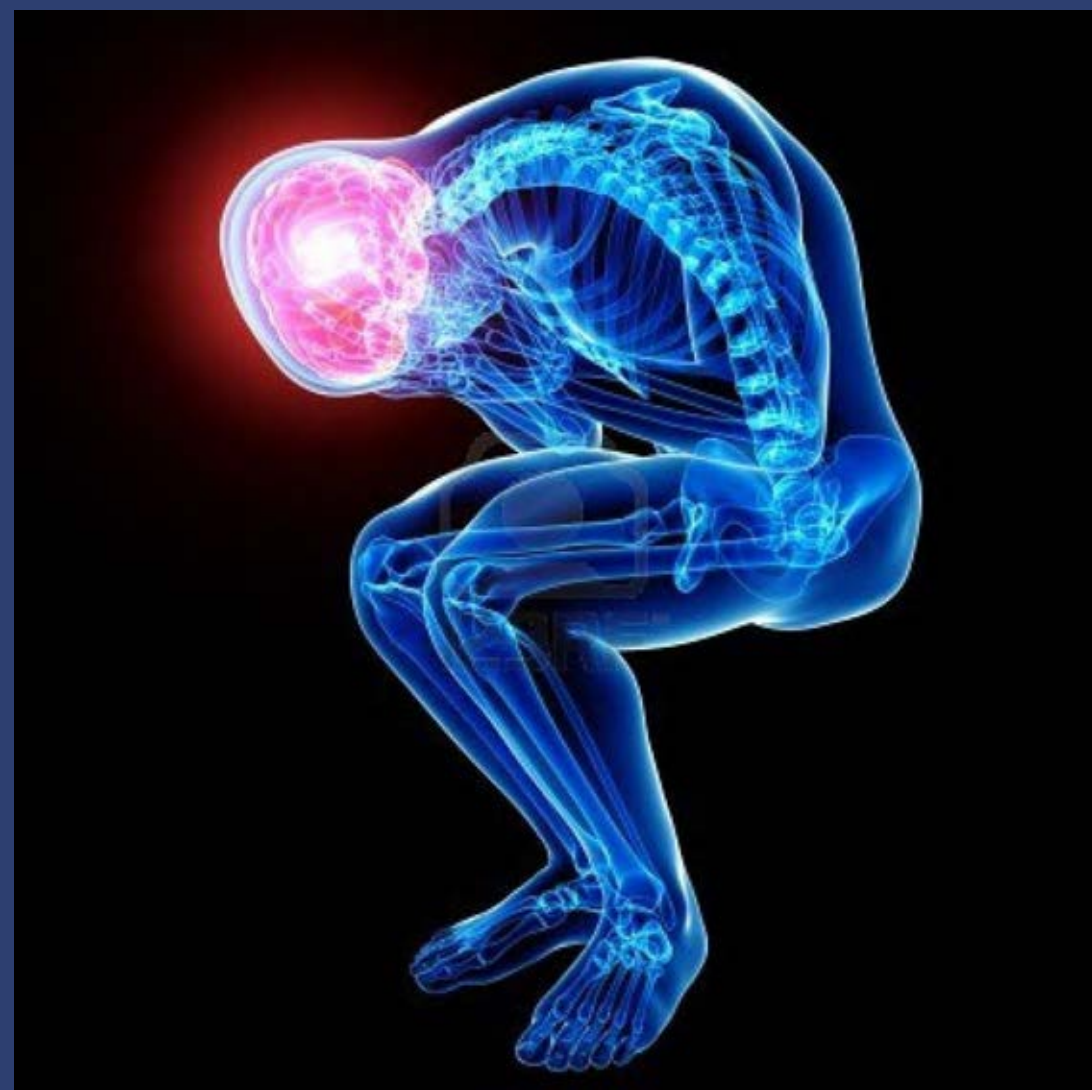


Wellness
Funding

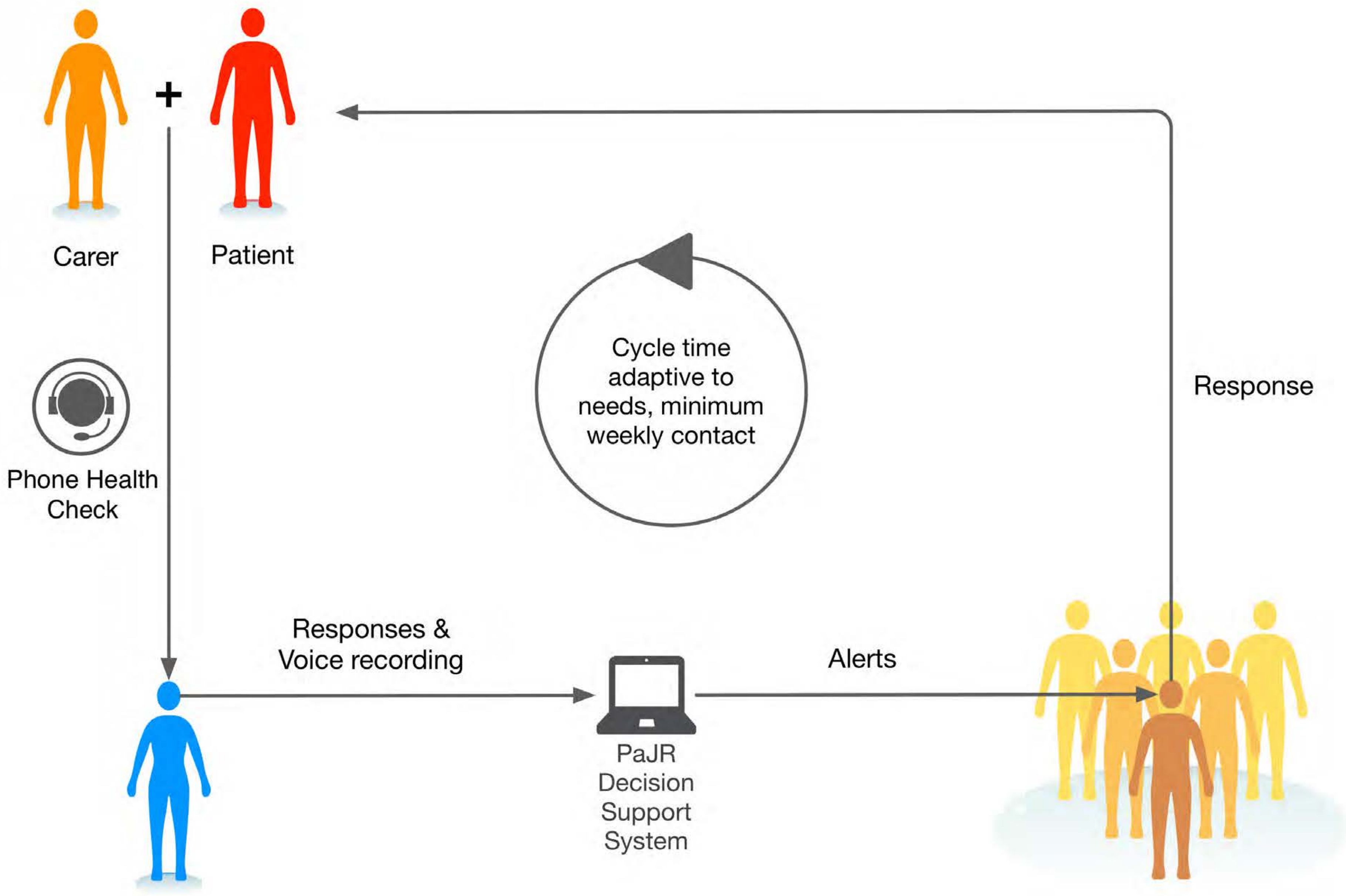


Vulnerable

WHERE IN THE WORLD IS CARMEL MARTIN?



Monash**Health**



- ▶ **Geo based teams**

- ▶ **Tele-Care Guide**

- ▶ **Trained Lay**

- ▶ **Pro-Neighbour**

- ▶ **Know the patient**

- ▶ **Know the carer**

- ▶ **Be kind & listen**

- ▶ **Be yourself**

- ▶ **Health Coach**

- ▶ **Clinician/Navigator**

- ▶ **Does what it takes**

- ▶ **Office, Home, Clinic**

- ▶ **Flexible \$**

- ▶ **Hospital advice**

- ▶ **Timely care**

- ▶ **GP is Conductor**



- Lay Tele-Care Guide x 3 EFT
- Coach - Clinician x 3 EFT
- Project Team

400 patient/yr
(trying for 600)

AFTER 6 MONTHS:

94% PROMOTERS

5% NEUTRAL

1% DEMOTERS

N = 251



~20% FALL IN BED DAYS PER PATIENT PER
YEAR AGAINST USUAL CARE CONTROLS

SUSTAINABLE OVER TIME?

DON'T STOP LEARNING & DESIGNING

IT
AIN'T
OVER.



OVER'